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B2B 电子交易市场采购策略研究

A Study on Procurement Strategy in B2B Electronic Market

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摘 要

随着全球电子商务的高速增长,信息技术的发展,企业借助互联网广泛从事商品与服务的电子化交易成为可能,这不仅扩大了交易范围,而且缩短了交易时间和交易成本。电子市场作为 B2B 电子商务的一种重要形态,发展也十分迅速,其战略意义已经在部分世界级企业的应用中得到检验,尽管这种发展趋势日趋明显,但在全球化的环境下,其运作方法并未得到足够的分析和研究。在这样的背景下,本文开展了对电子市场采购策略的研究。电子市场采购涉及到的问题包括安全,隐私,结算等。本文将研究重点集中在从交易成本和协调机制两方面对电子市场采购和传统采购策略进行比较分析,对销售商在不同环境下,如何在电子市场采购与传统采购方式之间进行选择,采取最有利于企业发展的采购策略进行研究。本文首先叙述 B2B 电子市场的发展情况及其特点,从理论方面比较了传统采购方式与电子市场采购各自的特点与优势。随后的部分,通过数学模型和数值模拟,分析在电子市场采购与传统采购的产品质量存在差别和不存在差别的情况下,销售商所应该采取的采购策略以及该策略对供应商可能产生的影响。

电子市场交易是新兴的交易模式,随着电子市场的不断发展,需要更多理论化和实证化的研究。本文主要希望解决该领域中关于交易双方如何进行交易策略选择的问题。采用的理论基础包括交易成本理论,运筹学理论,博弈论,拍卖理论,协调理论。论文的创新点主要有,通过与传统采购方式的比较,系统的对不同情况下采取电子市场采购策略对交易双方成本收益的影响进行了分析,证明并提出了第三方电子市场经营者应该发挥中介商的作用,在电子市场交易中对交易双方进行协调,使参与电子市场交易的各方都能在电子市场采购中获益。

关键词: 电子市场; 交易成本; 采购策略

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Abstract

As the fast development of Business-to-Business e-commerce, Internet-based electronic markets play a particularly important role in B2B e-commerce. Electronic markets provide an attractive procurement venue for many industries. They reduce search and negotiation costs for all parties by utilizing new communication technologies that support low-cost connectivity on both the supply side and the demand side. There is a growing literature that focuses on the theory and practice of electronic market but little mentioned the interaction between the tradition and electronic market for procurement. This thesis examines the competition that arises between the two procurement mechanisms and seeks to develop a better understanding of the factors affect the buyer's procurement decision. While electronic markets affect several parameters of procurement (security, privacy, settlement ect.) this thesis focuses on the impact of both transaction cost and supply chain coordination on buyers and suppliers. The thesis is organized as follows: in the first part, the development and characteristics of electronic market are introduced. Then the advantages and disadvantages of both traditional procurement and electronic market procurement strategy are analyzed theoretically. Finally by means of mathematical models and simulation analysis, the following procurement strategies are compared based on their costs and revenue: open-market which is expected to lower the procurement price through expanding the potential supplier base; strategic partnership which is based on a long-term relationship with a single supplier and electronic market procurement which is a short-term strategy conducted in electronic market..

E-procurement solutions help buyers to reach a large number of potential suppliers and negotiate better contract pricing. In addition, automating direct procurement reduces the cycle time, making the manufacturer more responsive to the market. Thus more and more studies begin to focus on e-procurement strategy. The main innovation

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of this thesis is that it does not assume a single procurement strategy, but rather compares the three possible strategies a buyer can follow under different conditions. It explores the factor that affect the buyer and the supplier's decision as well as the factors that determine the interplay between the traditional procurement strategy and electronic market strategy. The thesis also proves that the owners of e-markets may earn revenues by imposing various charges on market participants while the charges could also serve as a coordination mechanism for the supply chain. The theoretical foundation of this thesis includes transaction cost theory, coordination theory, auction theory, operation theory and game theory.

Key words: electronic market transaction cost procurement strategy

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